



COUNTY OF SAN DIEGO

Great Government Through the General Management System – Quality, Timeliness, Value

DEPARTMENT OF HUMAN RESOURCES

CLASS SPECIFICATION

UNCLASSIFIED

PUBLIC AFFAIRS OFFICER, DISTRICT ATTORNEY

Class No. 000337

■ CLASSIFICATION PURPOSE

To plan, direct, and organize the District Attorney's media and public communication activities to the public, County officials, law enforcement agencies, boards, commissions, or others; and to perform related work.

■ DISTINGUISHING CHARACTERISTICS

This is an unclassified management class allocated only to the Office of the District Attorney. This position has significant responsibility for formulating policies, managing public information and media activities, and communicating County-wide issues concerning District Attorney matters to the public.

■ FUNCTIONS

The examples of functions listed in the class specification(s) are representative but not necessarily exhaustive or descriptive of any one position in the class(es). Management is not precluded from assigning other related functions not listed herein if such duties are a logical assignment for the position.

Essential Functions:

1. Plans, directs, organizes and coordinates the activities of the District Attorney's media and public relations activities.
2. Provides communication to the media and public on departmental functions and issues.
3. Formulates and implements procedures, standards, and guidelines for collection, review, and presentation of information to be communicated to the public through the media.
4. Schedules press conferences, news releases, and public service announcements.
5. Directs the development and implementation of methods for communicating information to the public, by the use of videos, e-mail, the internet, brochures, news releases, presentations, graphic displays, photos, fact sheets, directories, or other medium.
6. Prepares executive-level correspondence and reports.
7. Makes public presentations to the media and other agency representatives on County issues and decisions.
8. Establishes and maintains diplomatic relations with County management, elected officials, County department directors, and the media.
9. Supervises subordinate staff.

Non-Essential Functions:

1. Oversees the publication of a monthly newsletter.
2. Schedules tours and civic events.

■ KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Techniques and methods of planning and implementing a public information program utilized County-wide.
- Techniques in planning press conferences and media news releases.
- Methods and techniques used in writing speeches.

- Methods and techniques used in evaluating public attitudes regarding countywide operations and issues and the determination of public affairs needs.
- Principles and practices of supervision, training, and general administration.
- The General Management System in principle and in practice.

Skills and Abilities to:

- Plan, direct, organize, and coordinate the District Attorney's media and public affairs activities, providing communication to the public on departmental function and issues.
- Formulate and implement procedures, standards, and guidelines for collection, review, and presentation of information to be communicated to the public.
- Direct the development and implementation of methods for communicating information to the public by the use of brochures, media presentations, graphic displays, photos, or other medium.
- Prepare executive-level correspondence and reports.
- Make public presentations to the media and other agency representatives on County issues and decisions.
- Use graphic and desktop publishing software, and audio-visual telecommunications technology.
- Establish and maintain diplomatic relations with elected officials, County management, law enforcement officials, agency representatives, County department directors, and the media.
- Supervise and train subordinate staff.

■ EDUCATION/EXPERIENCE

Education, training, and/or experience that demonstrate possession of the knowledge, skills and abilities listed above. An example of qualifying education/experience is: a bachelor's degree in journalism, communications, marketing, public relations, or a closely related field, AND extensive experience in the implementation of a public relations program, which included responsibility for internal and external information services (e.g., broadcasting, journalism or multi-media communications, is highly desirable.

■ ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the classification(s). Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the essential functions of a job, on a case-by-case basis.

Continuous upward and downward flexion of the neck. Frequent: sitting, repetitive use of hands to operate computers, printers and copiers. Occasional: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, simple grasping, reaching above and below shoulder level, and lifting and carrying of files weighing up to 10 pounds.

■ SPECIAL NOTES, LICENSES, OR REQUIREMENTS

License

A valid California class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for field travel. Employees in this class may be required to use their own vehicle.

Certification/Registration

None Required.

Working Conditions

Office environment; exposure to computer screens.

Background Investigation

Must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates will be subject to a background investigation.

Persons serving in positions in the Unclassified Service do not accrue tenure and serve at the pleasure of the appointing authority (Charter of the County of San Diego Section 909.2).

Revised: August 30, 2000

Reviewed: March 2004